

NOVAGEMS | FIFA 2026 PLAYBOOK

BC Guard Company FIFA Backfill Playbook

5 accounts to call this week • 30-second outreach script • Surge pricing template

The opportunity in one line

From June 11 to July 19, the BC guard companies on FIFA's contract list will pull their best people onto FIFA shifts. That leaves a 6-week coverage gap across their regular accounts — construction, healthcare, residential, retail, industrial.

If you are not on the FIFA list, that gap is your summer. Pricing power, new logos, and a 60-day window to lock in retainers that outlive the tournament.

This playbook gives you the 5 accounts to call this week, exactly what to say, and the rate card to quote. Move fast — the cos already on the FIFA list will figure this out by mid-June.

The 5 Accounts to Call This Week

1. Downtown Vancouver Construction General Contractors

Who to call: Site superintendent or project manager (not procurement). Examples: ICON West, Ledcor, PCL, Bird Construction, EllisDon — focus on active sites between Cambie and Main, north of Broadway.

The ask: Offer a 6-week relief block (June 10 – July 25) for overnight + weekend coverage. Lead with a flat weekly rate, not hourly.

Why now: Their current vendor is sending senior guards to FIFA. Theft and trespass spike during major events. A construction site that loses two overnight shifts in a row becomes an insurance problem.

2. Mid-Tier Hotels Within 5 km of BC Place

Who to call: Director of Operations or General Manager. Skip Marriott, Hyatt, Fairmont — those are locked. Target: Sandman, Coast, Best Western, Holiday Inn, Sutton Place, boutique properties along Robson, Davie, and Yaletown.

The ask: Overnight lobby + parking patrol, June 8 onward. Pitch as risk management for overflow guests and sponsor staff, not standard service.

Why now: FIFA pushes overflow into these properties. Most do not staff security overnight today. One incident during the tournament becomes a news story. They will say yes faster than you expect.

3. Strata Corporations and Property Managers in Yaletown, Coal Harbour, False Creek

Who to call: Strata council president or property manager (FirstService, Rancho, Pacific Quorum, AWM-Alliance). Target buildings inside or touching the 2 km BC Place perimeter.

The ask: Relief mobile patrol — 2 to 3 sweeps per night, 6-week block. Quote per-building or per-cluster of 3-4 buildings.

Why now: Their current patrol vendor is reassigned to FIFA perimeter or hotel work. Residents will notice the gap within 7 days. Strata councils respond to noise about safety faster than any other client type.

4. Hospitals and Healthcare Facilities (Lower Mainland)

Who to call: Director of Facilities or Security Manager. VCH (St. Paul's, VGH), Providence, Fraser Health (Surrey Memorial, RCH), private clinics with after-hours operations. Bypass procurement — go to facilities direct.

The ask: Backfill on ER perimeter, parking lot patrol, and after-hours access control. Sell as compliance continuity, not a new contract — they will not start a new procurement in May.

Why now: Hospital security never stops. Their primary vendor — usually Paladin or Securitas — is now stretched. Internal facilities directors have authority to bring in supplementary coverage without a new RFP.

5. Vancouver Film and TV Production Sets (this is the one nobody is calling)

Who to call: Production coordinator, location manager, or unit production manager (UPM). Get the active production list from Creative BC and the BC Film Commission shooting permits database — published weekly.

The ask: Overnight set security, equipment trailer watch, base camp parking, crowd hold for street shoots. Quote per-shoot-day, not hourly. Include uniformed + plain-clothes options.

Why now: Summer 2026 is the busiest production season Vancouver has had in years (LA strike rebound + tax credit changes). FIFA crowds out their regular hotels, pushes locations to new neighbourhoods. They hire local

guard cos with 48 hours notice. Almost no BC guard companies have Film Commission relationships. That is the opening.

The 30-Second Call Script

Verbatim. Read it once, then make it your own. Works for cold calls, walk-ins, and DMs.

Opening (5 seconds)

“Hi [name], this is [your name] from [your company]. Quick one — I know you’re running [site / property]. Got 30 seconds?”

Hook (10 seconds)

“FIFA kicks off June 13 at BC Place. Your current security vendor is sending most of their senior guards to FIFA shifts for 6 weeks. We’ve seen this play out at every major event — the regular accounts get under-covered, and it shows up as incidents.”

Value (10 seconds)

“We’re a [X]-guard mobile patrol company based in [city]. We are not on FIFA’s list, which means our top people are fully available June 10 through July 25. We’re offering 6-week relief blocks at locked-in rates. No long-term commitment after July 31.”

Close (5 seconds)

“Worth a 10-minute walk-through this week so I can quote you? I can be there tomorrow morning.”

If they say no: “Totally fair. Can I send you our 1-pager so you have it on file if your vendor short-staffs you in June?” Then send this PDF.

Surge Pricing Template

Use this as your quote baseline for FIFA-window work. Adjust $\pm 5-10\%$ based on the account. Do not quote below your standard rates — the surge is your justification to lift floor pricing for the rest of 2026.

Line Item	Rate	Notes
Standard hourly (unarmed)	Market + 8–12%	Justify with FIFA surge demand
Supervisor premium	+\$4–6/hr	On any account 5+ guards
Overnight differential	+\$2–3/hr	11pm – 7am shifts
Weekend premium	+\$1–2/hr	Fri 6pm – Mon 6am
Stat holiday (Canada Day Jul 1)	1.5x base	Required by BC ESA
Mobile patrol surcharge	+\$15/visit	Includes vehicle + fuel
Minimum commitment	6 weeks	Block June 10 – July 25
Cancellation window	48 hours	Full shift bill if shorter
Pricing valid	June 1 – July 31, 2026	Re-quote after July 31

Two pricing rules that hold across every surge market:

- Quote weekly flat rate for construction and residential — not hourly. Sticks better in the client's budget process.
- Quote 6-week minimum block, not month-to-month. Higher close rate, locks revenue past the tournament.
- Never lead with discounts. If they push back on rate, add value (extra patrol pass, supervisor walkthrough) — never drop the number.

What to do this week

- **Monday:** pull contact lists for the 5 categories above (LinkedIn Sales Nav or manual).
 - **Tuesday-Wednesday:** 20 outbound calls using the script. Track yes / maybe / no in a spreadsheet.
 - **Thursday:** walk-throughs and quotes sent to every maybe.
 - **Friday:** lock contracts. June work has to be papered before kickoff or the client will go elsewhere.
 - **Through June-July:** deliver flawlessly. The cos that execute now win retainers that pay until next FIFA.
-

About Novagems

Novagems is scheduling, geofencing, mobile patrol, post management, and incident reporting software built specifically for security guard companies. Built to run surge operations without spreadsheets, missed shifts, or late incident reports.

If you scale headcount 30–50% for FIFA backfill, your ops will break unless your scheduling is locked. That is what we solve. Visit novagems.com for a 15-minute demo, or DM me on LinkedIn.

We own the switching cost — 4 commitments we make to every guard company we onboard:

- **Data migration done by us.** Direct export from TrackTik, Silvertrac, Valiant — we map every field, validate, and load. You don't fill in a template.
- **Month-to-month, no yearly hike.** No annual contract, no auto-renew, no surprise increase letter. You stay because it works, not because you are locked in.
- **Training for every guard.** We support your rollout for the first two weeks — including night shifts — with video sessions and replays for anyone who needs a refresher.
- **A dedicated person on your team.** A named contact you call direct — not a support inbox, not a ticket queue. A human who knows your operation.

Sukhreet, Co-owner, Novagems | novagems.com